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THE ART OF WRITING FOR BUSINESS LEADERS

OVERVIEW

Dianne Garrett, a Bryan School of Business faculty member and an expert in the field of business communications, helps managers develop and hone advanced writing and communication skills to increase visibility and leadership influence.

WHO SHOULD ATTEND

» Directors, Managers and Individual Contributors in positions where written communication is a critical competency.

KEY BENEFITS

• Expand Your Sphere of Influence
• Increase Team Productivity
• Influence and Persuade
• Develop Better Business Relationships
• See Faster Results
• Inspire a Clear Call to Action
• Connect Personally

COURSE CONTENT

The course is structured with one full-day of instruction and 3 one-on-one coaching sessions over a 30-day time period.

Participants will receive the Art of Business writing workbook. The workbook contains the following tools:

1. Tips & Shortcuts to Effective Writing
2. Audience Analysis Worksheet
3. Communication Strategy Worksheet
4. Examples of good and poor writing
5. Editing checklists to expedite proofreading